

STERIS INCREASES MEMBER PURCHASES BY 68% THROUGH PARTNERSHIP WITH ATTAINIA

Novation supplier STERIS Corp., which provides customized infection protection and contamination control products and services, wanted to ensure that hospitals had the most current information available when planning renovation or expansion projects. To achieve that objective, STERIS made sure that every available planning database contained its most up-to-date catalog and pricing information.

"Some architectural and equipment planning firms make planning, budgeting and financial decisions based on data that is five or 10 years old," says Brian Miller, STERIS' director of corporate accounts. "Projects often go to construction before these firms discover that the technology is out of date or that we don't make that product anymore. It takes time and money to make major changes at that point — something that no health care organization can afford."

ATTAINIA OFFERS INSIDE TRACK TO MEMBERS

STERIS looked to partner with VHA-contracted supplier Attainia Inc. to ensure that its most current products were featured in Attainia's planning tool. Attainia is a Web-based planning system that is well on its way to becoming the universal standard for capital equipment budgeting — largely because it provides users with the most current data and pricing on which to base their budgeting decisions. Attainia's software allows VHA members to build equipment templates for construction or renovation projects and aggregate budgets across departments or facilities.

In September 2006, STERIS began regularly providing to Attainia its most current catalog and pricing information for more than 470 items. "Attainia goes a step further than the competition by including tools to support procurement and post-order coordination of that equipment after purchase orders are cut," Miller says. "This is a dramatic paradigm shift in terms of how building projects are being identified and budgeted."

"An increasing number of influential planning organizations is signing up for Attainia, and many VHA members that we work with have told us that we needed to be working with Attainia if we were going to be a key part of their construction and renovation projects," Miller says.



SUPPLIER PROFILE STERIS Corp.

Headquarters:
Mentor, Ohio

Year Established:
1987

Novation Supplier Since:
1988

Brian Miller of STERIS said Attainia is a great opportunity.

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VHA has a contract with Attainia for its budget planning and forecasting software. “There is no better opportunity for suppliers to get their products and specification data in front of VHA members and contracted equipment planning and architectural firms than Attainia,” says Miller.

Nik Fincher, VHA's senior director, capital asset services, agrees. “Suppliers can attempt to engage every single planning consultant or department administrator individually, or send their data to Attainia and benefit from the economies of scale that exist by reaching hundreds of potential customers at one time.”

The time for VHA and Novation suppliers to act is now, Fincher says. “This is an opportunity for our suppliers to submit their complete equipment catalogs and specifications to Attainia for inclusion in their budgeting and planning software — enriching the database for users, while also providing greater exposure for their portfolios.”

RESULTS: 68% SALES BOOST AND AN ENHANCED CONTRACT

In its first year of working with Attainia, STERIS saw actual planned purchases for its products increase by 68 percent. STERIS is so pleased that it recently renegotiated “an even bigger and better contract” with Attainia. “We’ve been able to determine market shifts and trends and where project revenue pipelines are headed in the future,” says Miller. “It helps to know what products customers are purchasing more — and less — of, so that we can maximize our marketing dollars in the right areas.”

Attainia works to level the playing field among suppliers, no matter what their size or market share, Miller says. “Even if you’re the third or fourth horse in the race, this is your opportunity to possibly catch up with the lead horse. The whole intent, with everybody playing together in the same sandbox, is that projects come in on budget. And when they do, everyone benefits.”

That includes patients, says Miller. “We don’t touch the patient on a daily basis with what we do, but we can make a difference in how patients are taken care of and in reducing their health care costs. We’ll definitely be working with Attainia for years to come.”